Attorney Docket No. 01145/LH

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): M. INOUE et al

Serial No. :

Filed

: Herewith

For

: SYSTEM AND METHOD FOR

DISTRIBUTING ADVERTISEMENTS

Art Unit

Examiner

PRELIMINARY AMENDMENT

Asst. Commissioner for Patents Washington, D.C. 20231

SIR:

Please amend the above-identified application as follows:

IN THE TITLE (page 1 of specification):

Change the title to --SYSTEM AND METHOD FOR DISTRIBUTING ADVERTISEMENTS -- .

REMARKS

The above amendment has been made to correct a spelling error in the title at page 1, line 1 of the specification. Attached hereto is a photocopy of page 1 of the specification with the correction to the "title" section of the specification indicated by handwriting, in compliance with 37 CFR 1.121.

Express Mail Mailing Label No.: EL 682 566 096 US Date of Deposit: March 19, 2001

I hereby certify that this paper is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Asst. Commissioner for Patents, Washington, D.C./20231

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Barbara Villani

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In the event that this Paper is late filed, and the necessary petition for extension of time is not filed concurrently herewith, please consider this as a Petition for the requisite extension of time, and to the extent not tendered by check attached hereto, authorization to charge the extension fee, or any other fee required in connection with this Paper, to Account No. 06-1378.

If the Examiner has any comments, questions, objections or recommendations, the Examiner is invited to telephone the undersigned at the telephone number given below for prompt action.

Respectfully submitted,

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1 DISTRIBUTING

SYSTEM AND METHOD FOR DISTRIBUTIING ADVERTISEMENTS BACKGROUND OF THE INVENTION

Field of the Invention

The present invention relates to a system and method for distributing advertisements to a plurality of advertisement users, and more particularly, to a system and method for distributing advertisements which are selected in accordance with advertisement user attributes and advertisement provider attribute.

Description of the Related Art

Conventionally, each retail store in distribution industry registers sale data of any 10 goods purchased by customers, using an ECR (Electronic Cash Register) or a POS (Point-Of-sales) terminal device as a sales-data processor. After each business transaction, the processor issues a receipt showing a detailed report of the transaction, and provides each customer with the issued receipt.

There are different attributes and characteristics, including business types, areas,

15 dealing goods, particularly-demanded goods, age groups of customers, depending on each store. For sales promotion based on such attributes and characteristics, when issuing a receipt to a customer, the processor prints not only the detailed report of business transaction, bus also other information including various messages for informing the customer of bargain sale, etc. In addition, the processor of each store provides the

20 customers with a point-saving card or a bonus coupon, in accordance with the purchased amount or the like.

However, those messages which are the means used for the sales promotion are created by the stores. In this circumstances, such messages have not much contributed as means for the sales promotion. The providing of the coupons may have caused some customers to regularly purchase goods at the stores. However, the problem in here is that the so-far provided services or messages for the sales promotion can not make a variety of customers of a target age group(s) desire to buy and shop goods at the stores.